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ABSTRACT

Louisiana State University requires an advertising sales course of all advertising majors. A major objective of the course is to provide the student an opportunity to acquire some practical experience in the advertising field, often the only media experience a graduate has to offer a prospective employer. To help teach students how to plan, execute, and process print advertising, and to learn how to deal with a variety of selling, marketing, and advertising situations, the class is divided into two-person sales teams and each team works in the campus newspaper advertising department. One member sells the first nine weeks, and the other team member handles the ad copy and layout, and processes the ad, with the partners switching roles at midsemester. Grading is based on the number of lines sold, with a minimum requirement of one sold ad and one new layout per week. Students are provided with a sales packet, containing the course syllabus, a set of instructions for processing ads, a newspaper identification card, advertising rate sheets, and a publication schedule for the client. Each team receives four beginning accounts but must continue to cultivate new clients. The sales packet also contains information on type designations, copyfitting, and processing procedures to assist the layout team member. (A course syllabus and reading assignment list are appended.) (HTH)

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ADVERTISING DIVISION

TEACHING THE ADVERTISING SALES COURSE:

A PRAGMATIC APPROACH

By

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By Elsie S. Hebert

(Note: This presentation is accompanied by slides illustrating the various materials mentioned. Samples of the materials are available for those who are interested in seeing them.)

For more than a decade now we at Louisiana State University have offered in our advertising curriculum each semester an advertising sales course, required of all advertising majors. A top objective of this course is to offer the student an opportunity to acquire some practical experience in the advertising field, so all-important when it comes to finding that first job. Sometimes the experience gleaned in this course is the only media experience a student has to offer to accompany his/her fresh B.A. degree.

The campus daily newspaper is utilized to help teach the student how to plan, execute, and process print advertising. Additionally, the experience in selling advertising for the student daily helps the student to learn how to deal with a variety of selling, marketing, and advertising situations. Although every newspaper advertising department operates a little differently, the basics of the operation are the same. So we attempt to familiarize the student with the organization and business operation of such a department.

Our course has undergone many changes through the years in an effort to accommodate the ever increasing enrollment. However, I will explain how the course is currently being taught in our advertising program.

First, I divide the class into two-person sales teams. One member of the team sells the first nine weeks, and the other team member handles the ad copy and layout and processes the ad. At midsemester, the partners exchange roles. Following is the linage scale I use as a guideline for grading:

2100 lines.....A

1800 lines.....B

1400 lines.....C

1000 lines.....D

There is a minimum requirement of one sold ad per week, and the layout person must turn in at least one new layout per week. A rerun ad will count for linage but will not satisfy the new layout requirement.

Secondly, I provide each member of the class with a sales packet at the outset of the course. In addition to including the course syllabus and a set of instructions for processing the ads, the packet hopefully contains all the necessary materials and information which the student will require to start his sales work. A review of this material will show how the course operates.

A major element is an official newspaper I.D. card. We provide each member of the class with such a card, identifying the student as a sales representative of the college newspaper. This step is made to assure potential advertisers that the student is a bona fide representative of the paper and the University. The student keeps this dated card with him at all times.

To further identify the student and to assist the customer, a number of rate sheets is included in the packet, giving information about the paper and listing rates for various size ads. The rate sheet also shows the monthly discount sliding rate scale. At the

bottom of the sheet is a place for the student to put his name and telephone number (or numbers) where the customer might reach him. Although a message board is placed in the newspaper ad office and in the advertising classroom, the student can be contacted directly without his having to stay in the ad office, which is not large enough to accommodate the large number of students involved in the course.

Along with the rate sheet to be left with the client is a Publication Schedule, indicating the days throughout the school year on which the paper will be published, vacation days, and holiday breaks, to allow for advertising planning on the part of the student sales representative and the customers he is servicing.

At the beginning of each semester the Advertising Manager of the student paper provides me with two lists of accounts. One is a listing of accounts regularly serviced by the newspaper's paid advertising representatives. For the most part, these are the city's major advertisers who are accustomed to dealing with one permanent sales representative over a period of time. Students in the class are to consider these accounts "off limits" and are not allowed to service them.

The second listing is regarded as class accounts, representing clients who have advertised during the previous semester. These I call "starter" accounts for class members. I separate the accounts into two groups: one group is composed of advertisers who are located within walking distance of campus; the other, clients who will have to be reached by car. Those students who do not have cars draw "starters" from the first group; those with cars draw from the group representing the more distant accounts. Generally,

each student will be able to get two "starter" accounts, for a total of four beginning accounts for each team. Here the students soon begin to learn about the "Law of Attrition," and the teams quickly learn that they must cultivate new accounts. Regardless of the linage sold, the teams must service at least four different accounts during the semester.

To prevent the "jumping" of accounts, a team cannot list an account as its own until the client has purchased one ad. Sales contacts do not count. Once the team sells the client, it can add the business to its list of accounts posted in the advertising classroom.

Three other major items in the sales packet are: (1) a list of approved charge accounts, (2) insertions orders, and (3) a receipt book. The University requires that we receive payment in advance for advertising sold unless the business has been approved for credit by the paper's business manager. An insertion order indicating size of ad and date of placement must be signed by the authorizing person for all charge ads placed. The student can refer to his list of approved charge accounts to see if an insertion order is to be used in completing his sale.

If a potential advertiser is not on the approved list, he must pay in advance for his ads, and the student will fill out a special receipt, indicating size of ad, date of insertion, rate, and total amount paid. The receipt is signed by the client and the sales representative. Also included in the sales packet are some cash envelopes. The student will place a copy of the sales receipt and the money into the envelope and return it to the business office of the paper for proper accounting.

"Run sheets" are provided in the packet for orderly processing

of the advertisement. The student fills out one for each day an ad is to run and submits it to me. He also signs a similar sheet in the advertising office for ad processing purposes by the newspaper staff. It is from the "run sheets" that I calculate the sales linage grade.

The copy and layout team member may or may not accompany the sales partner at the time of the ad sale. However, information for the ad must be submitted to the layout person in time for him to meet a 3 p.m. deadline two days before the ad is to appear. The layout person handles the art and copy for the ad, properly indicating all type and art specifications. Copy blocks must be properly copyfitted, and the main display line of the ad must be set by the student in our typesetting laboratory.

Lines 14 point and above must be handlettered on the layout (or typeset), and all 12 point and smaller must be typed on a separate sheet, but properly indicated on layout. A Xerox copy of the layout and all materials are submitted to me, along with the run sheet, for grading purposes. The original layout and ad materials are to be placed in the dated ad folder in the advertising office.

To help the student with type designations and copyfitting, I include in the sales packet two sheets of various type faces which are available to the students in our typesetting lab or at the paper's typesetting facilities. Also included is a set of pages with copyfitting specifications for a wide variety of typefaces.

Several other helpful guides are also included in the packet. One is a sheet describing how the newspaper advertising and editorial copy is processed and procedures involved in producing an issue of the paper. Additionally, the first day of class is

spent acquainting the students with the advertising office and how it operates.

Another guide is a gridded sheet laid out in 1-inch by 1 column blocks to aid the student in helping the client to visualize how large his ad will actually be and to help the student do an on-the-spot rough layout, if desired. A scaled full page of the newspaper is included in the packet to help students sketch full-page ads for customers. A clip art service is also available for student use in ad layouts.

It is perhaps important here to point out that Typography and Graphics Arts, Principles of Advertising, and Advertising Copy and Layout courses are prerequisites to the Sales course. Also, most students have completed a required Advertising Design course in Fine Arts before they take Advertising Sales.

One of the fringe benefits derived from students' sales work is assistance given by the student daily with expenses encountered in the Advertising Campaigns course which follows. Class sales representatives do not receive a commission, only a grade and a lot of experience, during this semester. However, the student daily reciprocates by providing art board, film, photographic supplies, and paid film processing for these same students the next semester when they become involved in preparing audio-visuals for their campaign presentations.

One word about the grading structure:

(1) Twenty-five percent of the grade is based on the number of ads sold and the quality of layouts submitted. Incidentally, a layout grade is not given until <u>after</u> the ad is run. A copy of the ad is attached to the returned graded layout.

(2) Twenty-five percent of the grade is based on unit test

grades and ad linage.

(3) Twenty percent of the grade is based on class assignments and media workbook problems.

(4) Thirty percent of the grade is based on midsemester and final examinations.

Advertising Sales constitute laboratory work which supplements three hours of lecture each week on fundamentals of sales and media planning. Lectures include such topics as sales techniques, creative approaches to copy, types of newspaper and magazine advertising, as well as aspects of marketing, advertising, and media planning. Hopefully the student will leave this class ready to tackle the Advertising Campaigns course, qualified to apply for one of the four paid sales representative positions with the student daily, and competent to handle an entry level job in the advertising department of one of the area newspapers.

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APPENDIX A

JOURNALISM 4035

ADVERTISING SALES AND MEDIA FUNDAMENTALS

INSTRUCTOR: Dr. Elsie Hebert
Room 102 Journalism Building
Phone: 388-2336
OFFICE HOURS:

I. TEXTS:

Jack Z. Sissors and E. R. Petray, Advertising Media Planning, 2nd ed. (Chicago: Crain, 1982).

Jack Z. Sissors, Harry D. Lehew, William B. Goodrich, Media Planning Workbook (Chicago: Crain, 1979).

OUTSIDE READING ASSIGNMENTS: (In Reserve Room)

Rosser Reeves, Reality in Advertising (New York: Knopf, 1970).

Charles M. Edwards, Jr, and Carl F. Lebowitz, Retail Advertising and Sales Promotion, 4th ed. (Englewood Cliffs, NJ: Prentice-Hall, 1981).

II. PURPOSE OF COURSE:

(1) To learn how to plan, create, and process advertising for print media

(2) To learn how to deal with a variety of selling, marketing, and advertising situations.

The growing trend in advertising education today is to place greater emphasis on media sales and management. It is in this area that many advertising graduates get their first jobs.

We are going to familiarize ourselves with the organization and business operation of a media advertising department, utilizing The Daily Reveille as our laboratory. Procedures will be different in every media department with which you ever become associated,... but the BASICS ARE THE SAME. Learn them well.

III. ABOUT THIS COURSE:

A. Because of the size of this class, we will do team selling this semester. It will work this way:

1. One member of a two-person team will handle the selling assignment for the first nine weeks, and the other member will do the layouts.

2. The team assignments will be switched for the second nine weeks.

B. The following may be used as a general guide to gauge your individual advertising efforts:

2100 lines ..... A
1800 lines ..... B
1400 lines C
1000 lines ..... D

C. NO "Happy Birthday" or "Best Wishes" types of layouts will be accepted for grading purposes. Ad linage, of course, will be counted. However, these types of ads are not in keeping with the retail sales objectives of this course.

D. Likewise, no layout grade will be given for ads three inches (42 lines) and under UNLESS innovative or unusually creative approach is used. However, layout credit for the week will be given.

E. No specific ad linage will be required this semester. I will keep a record of NUMBER of ads sold and linage as a basis for assessing at the end of the grading periods the amount of effort each student is expending. A comparative grade will be given at this time.

F. At least one layout per week for a sold ad is required.

G. Students must service at least four different ad clients during the semester (that is, sold ad layouts must come from four different advertisers).

H. Classified ads will be accepted for linage credit only. They will not be included in TOTAL ADS SOLD, and the person or firm placing ad will not be considered an ad client in the display ad sense of the word.

I. One ad a week is MINIMUM. Layout MUST be turned in BEFORE ad is run to receive linage credit. No layout will be accepted for grading AFTER ad is run.

J. Even sales effort is expected of you during your sales period. Avoid last-minute rush at end of semester. Reveille may not be able to accommodate your ads.

K. Layouts MUST have all the proper type specifications and instructions to typesetters. Copy blocks must be properly copyfitted. Date of insertion and your name (not your sales partner's name) must be included on all sheets.

L. If REPRO PROOFS are provided by customer, that fact must be stated on your Xeroxed copy of the ad. NO LAYOUT GRADE will be given, but you will be given credit for fulfilling layout assignment for that week.

1. You are allowed only three "dry weeks"--weeks when you can turn in only "ready-made" layouts (repros) or reruns of an old layout. A distinctive change MUST be made in the layout for you to receive a new layout grade.

M. The Reveille will accept coupon ads--but NO inserts!

IV. CLASS ATTENDANCE. Regular class attendance is required. Excessive tardiness and absences will bring a lower grade. This refers to absences from team meetings, as well as absences from class. Three absences (excused and unexcused) for the semester will be the cut-off point. Thereafter, a five-point penalty for each additional absence will be deducted from the final course grade.

V. ASSIGNMENTS. ALL ASSIGNMENTS MUST BE TURNED IN ON TIME. Late work will be accepted only in case of an excused absence.

1. Generally speaking, there will be NO make-up exams. In case of verified illness, emergency, or official school trip, consult with your instructor at the earliest possible time.

2. All papers handed in MUST be stapled together, held together with paper clip, or put into a folder. I WILL NOT grade them otherwise.

3. LAYOUTS. All copy 12 point and under for layouts must be typed.

   All copy 14 point and over for layouts must be HANDLETTERED....except Main Display Line, which must be set on Compuwriter in Room 101.

VI. GRADE STRUCTURE for midsemester and final grade determination.

1. Number of ads and layout grades.....25%

   A.....23-25 points
   B.....21-22 points
   C.....19-20 points
   D.....17-18 points

2. Unit tests and ad initiative.....25%
   (It is in this area that advertising linage will be used to help judge a student's sales effort and initiative.)

   A.....23-25 points
   B.....21-22 points
   C.....19-20 points
   D.....17-18 points

3. Class assignments and workbook problems.....20%

   A.....18-20 points
   B.....15-17 points
   C.....12-14 points
   D..... 9-11 points

4. Midsemester and Final Examinations.....30%

   A.....26-30 points
   B.....23-25 points
   C.....20-22 points
   D.....17-19 points

The grade scale that I generally use is as follows:

93-100.....A
90-92.....A-
88-89.....B+
83-87.....B
80-82.....B-
78-79.....C+
73-77.....C
70-72.....C-
68-69.....D+
63-67.....D
60-62.....D-

The points earned in the previous sections (1-4) will be totaled, and the above scale applied to determine your midsemester or final grade.

Elements in each of the four sections will be averaged to determine the grade and points for that section. For instance, the midsemester and final exam grades will be averaged to determine your grade in Section 4 (represents 30% of your final grade).

NOTICE: Notify your instructor IMMEDIATELY if your sales partner is not performing satisfactorily to give you a layout grade a week.

JOURNALISM 4035
COURSE OUTLINE AND READING ASSIGNMENTS

WEEK	
1st Week	LECTURE TOPIC: Art of Selling ORIENTATION to Reveille Sales Procedure & Distribution of Sales Packets CLASS TOUR OF REVEILLE typesetting facilities--Date:_____ ASSIGNMENT: Prepare a series of three layouts (different sizes) for one of your clients or potential clients. Use these to help sell advertising to the client. Due:_____ Prepare on 8 1/2 x 11 bond paper. NO ONION SKIN OR PARCHMENT. Use black ink or DARK pencil and put into folder to turn in.
2nd Week	LECTURE TOPIC: Newspapers as an Advertising Medium ASSIGNMENT: Chapter 1 (Sissors & Petray)--"An Introduction to Media Planning Activities" RESERVE READING: Retail Advertising and Sales Promotion-- Chapters 1-3. TURN IN LAYOUT ASSIGNMENT-- Date:_____
3rd Week	LECTURE TOPIC: Newspapers as an Advertising Medium (continued) ASSIGNMENT: Chapter 2 (Sissors & Petray)--"Marketing Analysis Need for Media Planning" WORKBOOK: Problems 1 & 2. Be sure to read the Introductory material. Review of problems on _____. RESERVE READING: Retail Advertising--Chapter 12. TEST I: Advanced Notice--Date:_____
4th Week	LECTURE TOPIC: Planning Print Production ASSIGNMENT: Chapter 3 (Sissors & Petray)--"A Continuation of Marketing Analysis Needed for Media Planning" RESERVE READING: Retail Advertising--Chapters 7-9. Also: Reality in Advertising TEST I: Date:_____ WORKBOOK: Problems 3 & 5--Review of problems on _____.
5th Week	LECTURE TOPIC: Advertising Copywriting--Copy Structure ASSIGNMENT: Chapter 4 (Sissors & Petray)--"Marketing Strategy and Media Planning" RESERVE READING: Retail Advertising--Chapters 5 & 6.
6th Week	LECTURE TOPIC: Advertising Copywriting--Copy Style TEST ON REALITY IN ADVERTISING--Date:_____ ASSIGNMENT: Chapter 5 (Sissors & Petray)--"Basic Media Planning Concepts--Measurements and Terminology" WORKBOOK: Problems 6 & 7--Review of problems on _____.

WEEK	
7th Week	LECTURE TOPIC: Magazines as an Advertising Medium (Beginning discussion--material will not be on Midsemester Exam) MIDSEMESTER EXAMINATION: Date:_____ ASSIGNMENT: Chapter 7 (Sissors & Petray)--"Decisions about Print Media"
8th Week	LECTURE TOPIC: Magazines as an Advertising Medium (continued) WORKBOOK: Problems 4 and 18--Review of problems on _____
9th Week	LECTURE TOPIC: Business and Industrial Publications WORKBOOK: Problem 8--Review of problem on _____
10th Week	LECTURE TOPIC: Market Research--Information Gathering WORKBOOK: Problem 10--Review of problem on _____. RESERVE READING: Retail Advertising--Chapter 21.
Advance Notice:	MARKET RESEARCH PLAN FOR CAMPAIGN DUE_____--Complete with artwork, graphs, charts
11th Week	LECTURE TOPIC: Market Research--Information Gathering (continued) WORKBOOK: Problem 11--Review of problem on _____
Advance Notice:	EXECUTION OF MARKET RESEARCH FOR CAMPAIGN SHOULD BE UNDERWAY-- Due:_____
12th Week	LECTURE TOPIC: Advertising Plans--Review of Positioning Concept TEST III: Advanced Notice--Date:_____ RESERVE READING: Retail Advertising--Chapter 4
13th Week	LECTURE TOPIC: Media Plans--Selection and Evaluation WORKBOOK: Problem 32--Review of problem on _____(Find media costs on pp. 180-82.) TEST III: Date:_____ RESERVE READING: Retail Advertising--Chapters 10 & 11
14th Week	LECTURE TOPIC: Media Plans (continued) ORAL PRESENTATION OF MARKETING PLANS FOR CAMPAIGN--complete with artwork, graphs, charts for slide making--Times to be scheduled by individual teams.

Journalism 4035
Course Outline

WEEK

15th Week — LECTURE TOPIC: Role of Sales Promotion
WORKBOOK: Problem 36--Review of problem on

RESERVE READING: Retail Advertising--Chapters 16 & 17

16th Week — FINALIZATION OF MARKETING SECTION OF CAMPAIGN PLANS BOOK

Course Wrapup and Review

FINAL EXAMINATION ACCORDING TO UNIVERSITY SCHEDULE

SUPPLEMENTAL READINGS

In addition to your regular reading of Advertising Age and Adweek, you may find the following publications helpful in giving you a broader insight into local advertising and media planning.

Block, Davida. A Guide to Effective Real Estate Advertising. New York: McGraw-Hill, 1981.

Burton, Philip Ward. Retail Advertising for the Small Store. New York: Prentice-Hall, 1951.

Collins, Kenneth. Successful Store Advertising. New York: Fairchild Publications, 1959. Reprinted from the series of articles which originally appeared in Women's Wear Daily.

"Co-op Advertising" [Special Report]. Advertising Age, 17 August 1981, sec. 2, S-1-16.

"Co-op Connection [Special Report]. Sales and Marketing Management, 6 July 1981, pp. 45-59.

Crimmins, E. "Small Retailers Find All Sorts of Excuses for Not Using Co-op Funds." Sales and Marketing Management, 17 August 1981, p. 69+.

Davis, Martyn P. The Effective Use of Advertising Media: A Practical Guide. London: Business Books, 1981.

Faison, Edmund. Advertising: A Behavioral Approach for Managers. New York: Wiley, 1980.

Fulweiler, John H. How to Promote Your Shopping Center. New York: Chain Store Age Books, 1973.

Gentile, Richard J., and Gentile, Anne. Retailing Strategy: How to Do It! New York: Lebhar-Friedman Books, 1978.

Haight, William. Retail Advertising: Management and Technique. Morristown, NJ: General Learning Press, 1976.

Heighton, Elizabeth J., and Cunningham, Don R. Advertising in the Broadcast Media. Belmont, Calif.: Wadsworth Publishing Co., 1976.

How to Write Better Retail Advertising Copy. New York: Sales Promotion Division, National Retail Merchants Assn., 1961 (?).

Jugenheimer, Donald W., and Turk, Peter B. Advertising Media. Columbus, Ohio: Grid, 1980.

Milton, Shirley F. Advertising for Modern Retailers; Making It Work in a Consumer World. New York: Fairchild Publications, 1974.

Ocko, Judy Young. Retail Advertising Copy: the How, the What, the Why. Rev. ed. New York: Sales Promotion Division, National Retail Merchants Assn., 1977.

Ocko, Judy Young, and Rosenblum, Morris L. How to Be A Retail Advertising Pro. New York: Sales Promotion Division, National Retail Merchants Assn., 1977.

Siegel, Gonnie M. How to Advertise and Promote Your Small Business. New York: Wiley, 1978.

Stein, M.L. "A Futuristic Look at Newspapering." Editor and Publisher, 2 January 1982, pp. 12-16.

Surmanek, Jim. Media Planning: A Quick and Easy Guide. Chicago: Crain Books, 1980.

Wenner, S. Albert. Promotion and Marketing for Shopping Centers: A Basic Approach. New York: International Council of Shopping Centers, 1980.

Winters, Arthur A., and Goodman, Stanley. Fashion Advertising and Promotion. New York: Fairchild Publications, 1978.

Wrighter, Carl P. I Can Sell You Anything. New York: Ballantine Books, 1973.

Zeigler, Sherilyn K., and Howard, Herbert H. Broadcast Advertising. Columbus, Ohio: Grid, 1978.